

REP HEADLINE# 6399191  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
OCT26/12 22.08  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/R RPOF-3PACK/R/OTH/FL REP. # OFF. # SALESMAN #  
AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)  
BLAUVELT, NY 10913

ORDER # CONTRACT # 6399191 CLASS: NATL. LOCAL REGIONAL

PRDCT 3PACK-FARK, SANT, TOBI EST#647 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT26/12 22.08

REP: NEW ORDER  
TTL \$17,400 @10X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
RPOF3PACK FARKAS, SANTIAGO, TOBIA



10/16/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			600A-700A	30		\$1,450.00	11/5	11/5	1		MON	1
AGENCY ADVERTISER CODE =												
AGENCY PRODUCT CODE =												
AGENCY EST# = 647												
PROGRAM : 6A TODAY												
CON COM1 : 6A TODAY												
2			600A-700A	30		\$1,450.00	10/30	11/1	3		TU-TH	3
PROGRAM : 6A TODAY												
CON COM1 : 6A TODAY												
3			700A-900A	30		\$2,000.00	11/5	11/5	1		MON	1
PROGRAM : TODAY SHOW												
CON COM1 : TODAY SHOW												

10/30/12 JRC (25)

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A	30		\$2,000.00	10/30	10/31	2		TU-W	2
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
5			700P-730P	30		\$2,000.00	10/30	11/2	2		TU-F	2
PROGRAM : ENT TONIGHT												
CON COM1: ENT TONIGHT												
6			600P-630P	30		\$1,600.00	11/4	11/4	1		SUN	1
PROGRAM : SUN 6P NEWS												
CON COM1: SUN 6P NEWS												
NOV/12 17400.00											CONTRACT TOTAL 17400.00	
											TOTAL SPOTS 10	

MARKET TOTALS \$82,857 WFLA 21% WFTS 17% WTSP 38% WTVT 24% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%  
 SHARES ESTIMATED  
 SVC- NSI  
 DEMOS- RA50+\*

McLaughlin & Associates - NY  
 566 South Route 303  
 Blauvelt NY 10913

Republican Party Of FL/ R/ St Senate  
 Submission Number 819 Issue 1



WFLA-TV  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Republican Party Of FL/ R/ St Senate	Submission Cost: 17400	Campaign Ref: E:063991910
Buyer: ..	Client/Product/Estimate: . / .647	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06399191
Est./PO Number: 06399191	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: 3pack-Fark,san,tobi	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 6a News M.....	01	1450	30 Comme	Nbr of Spots	1	1	1450
2	M-F 6a News ..TWT...	01	1450	30 Comme	Nbr of Spots	3	3	4350
3	M-F 7a Today Show M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
4	M-F 7a Today Show ..TW....	01	2000	30 Comme	Nbr of Spots	2	2	4000
5	M-F 7p News ..TWTF..	01	2000	30 Comme	Nbr of Spots	2	2	4000
6	Sun 6p News .....S	01	1600	30 Comme	Nbr of Spots	1	1	1600
Weekly Totals: Total Spots(Ord Spots)					8	2	10	

Grand Totals

Totals	10/29	11/05
Spots	10	8

		Month 14 Weeks: 4	
		10/29	11/05
Totals			
Cost	17400	13950	3450

**Grand Totals:**

Spots:	10
Gross Total:	17,400.00
Commission:	2,610.00
Net Total:	14,790.00



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

48825  
McLaughlin & Associates - NY  
566 South Route 303  
BLAUVELT NY 10913

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Republican Party Of F1/ R/ S  
PROD: 3pack-Fark,sant,tobi

2012  
INVOICE DATE 11/25/12  
ORDER TYPE Political  
WFLA I SS  
11/25/12 E:063991910  
WFLA  
INVOICE NUMBER 0100033806  
PAGE 1  
BROADCAST MONTH 10/29/2012 - 11/2  
SCHEDULE DATES 10/29/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: . / . /647  
Desc: Campaign Option Number 1, Booking1

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 6a News						*WFLA :30 Commercial			
	1450.00	1 1	11/05	MO	06:11A	30	RPOFFF300TVFL	1450.00	
	1450.00	2 3	10/30	TU	06:13A	30	RPOFFF300TVFL	1450.00	
			10/31	WE	06:21A	30	RPOFFF300TVFL	1450.00	
			11/01	TH	06:29A	30	RPOFFF300TVFL	1450.00	
M-F 7a Today Show						*WFLA :30 Commercial			
	2000.00	3 1	11/05	MO	07:59A	30	RPOFFF300TVFL	2000.00	
	2000.00	4 2	10/30	TU	07:23A	30	RPOFFF300TVFL	2000.00	
			10/31	WE	08:46A	30	RPOFFF300TVFL	2000.00	
M-F 7p News						*WFLA :30 Commercial			
	2000.00	5 2	10/30	TU	07:14P	30	RPOFFF300TVFL	2000.00	
			11/01	TH	07:14P	30	RPOFFF300TVFL	2000.00	
Sun 6p News						*WFLA :30 Commercial			
	1600.00	6 1	11/04	SU	06:22P	30	RPOFFF300TVFL	1600.00	
Total Airtime Gross Spot Revenue:						17,400.00			

PERIOD COST	17,400.00	10 Total Units				Debits	.00
		ACTUAL GROSS BILLING	17,400.00			Credits	.00
		AGENCY COMMISSION	2,610.00			SUB-TOTALS	.00
		NET DUE	14,790.00			TOTAL RECONCILING	.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER  
Republican Party Of F1/ R/ S  
PRODUCT  
3pack-Fark,sant,tobi

INVOICE NUMBER 0100033806  
BROADCAST MONTH 10/29/2012 - 11/25/  
AMOUNT DUE 14,790.00

REMIT TO:

\*00170

000048825  
McLaughlin & Associates - NY  
566 South Route 303  
BLAUVELT NY 10913

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



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